

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in this application:

**Listing of Claims:**

1. (Currently amended) A method of printing a receipt which includes an image, comprising:

    downloading transaction information;  
    retrieving an image associated with said transaction information;  
    converting said image into a pixels matrix representation; and  
    printing at least one scan line by selectively printing pixels corresponding to said pixel matrix representation.

2. (Currently amended) The method of printing a receipt according to Claim ~~1 wherein~~ 1 wherein said transaction information includes image information.

3. (Original) The method of printing a receipt according to Claim 1 further comprising:

    converting said image into a dithered black-and-white pixel matrix representation.

4. (Original) The method of printing a receipt according to Claim 1 further comprising:

    converting said image into a grey scale representation.

5. (Original) The method of printing a receipt according to Claim 2 wherein said image information is a file name.

6. (Original) The method of printing a receipt according to Claim 5 wherein said retrieving said image includes downloading said image from a remote location.

7. (Original) The method of printing a receipt according to Claim 2 wherein said image information is a Universal Resource Locator (URL).

8. (Original) The method of printing a receipt according to Claim 7 wherein said retrieving said image includes downloading said image from a remote location identified by said URL.

9. (Original) The method of printing a receipt according to Claim 1 wherein said scan line is printed in a predetermined location on said receipt.

10. (Currently amended) A method of printing a coupon which includes an image, comprising:

monitoring transaction information;

retrieving an image associate with said transaction information;

converting said image into a pixel matrix representation; and,

printing at ~~least~~ least one scan line by selectively printing pixels  
corresponding to said pixel matrix representation.

11. (Original) The method of printing a coupon according to Claim 10 further  
comprising:

comparing said transaction information to a database; and  
downloading image information from said database responsive to a match.

12. (Original) The method of printing a coupon according to Claim 11 further  
comprising:

converting said image into grayscale.

13. (Original) The method of printing a coupon according to Claim 12 further  
comprising:

converting said grayscale image into dithered black-and-white pixels.

14. (Original) The method of printing a coupon according to Claim 11 wherein  
said image information is a file name.

15. (Original) The method of printing a coupon according to Claim 10 wherein  
said retrieving said image includes a downloading said image from a remote location.

16. (Original) The method of printing a coupon according to Claim 11 wherein said image information is a Uniform Resource Locator (URL).

17. (Currently amended) The method of printing a coupon according to Claim 16 wherein said retrieving said image includes downloading said image from a remote location identified by said URL.

18. (Original) The method of printing a coupon according to Claim 11 wherein said scan line is printed in a predetermined location on said receipt.

19. (Original) A system for printing a coupon or receipt which includes an image, comprising:

- a work station capable of connecting to a network;
- a printer in electrical communication with said work station; and,
- software loaded on said work station, wherein said software is configured to download image information from a remote location; and,
- convert an image associate with said image information into a pixel matrix representation; and,
- wherein said printer is configured to print at least one scan line by selectively printing pixels corresponding to said pixel matrix representation.

20. (Original) The system according to Claim 19 wherein said network includes the Internet.

21. (Original) The system according to Claim 19 wherein said software is further configured to convert said image into a black-and-white representation.

22. (Original) The system according to Claim 19 wherein said work station includes a kiosk.

23. (Original) The system according to Claim 19 wherein said work station includes a Point-Of-Sale (POS) terminal.

24. (Currently amended) Apparatus for receipt generation comprising:  
a coupon generator coupled to an input port of said apparatus, to receive and process purchase information relating to a transaction, said coupon generator providing at least one index pointer responsive to said purchase information; and,  
a coupon image database having accessible ~~a plurality of coupon fields~~ at least one coupon field for storage and retrieval of ~~a coupon images image~~, said coupon generator incorporating a related coupon image with said purchase information for transmission to an output port.

25. (Original) A method of advertising by printing an image on a receipt or coupon, the method comprising:

downloading image information from a database;  
retrieving an image associated with said image information;

converting said image into grayscale;  
converting said grayscale image into dithered black-and-white pixels;  
converting said dithered pixels into a pixel matrix representation; and,  
printing at least one scan line by selectively printing pixels corresponding  
to said pixel matrix representation.

26. (Original) The method of advertising according to Claim 25 further  
comprising:

monitoring transaction information and comparing said monitored  
information to information in said database; and  
determining said image information to download based upon said  
comparison.